



Media Arts

Program of Studies

2015-2016

Office of Career and Technical Education and
the Office of Next Generation Learners
Kentucky Department of Education



Media Arts

Preview of Media Arts

The MEDIA ARTS Program of Studies is new to Kentucky schools and constitutes a major revision designed to reduce duplication of existing Career and Technical Education programming and to align content with current industry practice. The Media Arts pathway courses will be designed to accommodate enhancements in technology and changing industry practices.

The following pages identify the Career Pathways and core courses. With the exception of the Introduction to Media Arts course, the content for the Media Arts courses is under development and will be released in January 2015.

The Media Arts Program of Studies is intended to replace the separate program areas of Multimedia, Radio/TV and Visual Communication Arts. Teachers from those programs will be certified for all courses in this program.

The anticipated teacher certifications for the courses in this program are:

**767 Commercial Art
772 Graphic Arts
796 Radio And TV Productions
811 Digital Media
798 Multimedia Technologies
946 Computer Graphics**

The Kentucky Media Arts Committee:

**Nichelle Anthony – Specialist-Communications, Media & Arts- JCPS
David Brown – Art Director - The Group Travel Leader, Inc.
Robert Duncan – Arts and Humanities Consultant- KDE
Carole Frakes – CTE Consultant – KDE
Larry Moore – KET Education Consultant
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Please address questions to:

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Media Arts

Course Title	Post-Secondary Connection	Valid Course Code	Recommended Grade Level				Recommended Credit
			9	10	11	12	
Introduction to Media Arts	TBD	480901	X	X	X		1
Interactive Design	TBD	480902		X	X		1
Moving Image Animation	TBD	480903			X	X	1
Virtual Design	TBD	480904			X	X	1
Video Studio Fundamentals	TBD	480910		X	X		1
Studio Directing and Performance	TBD	480911			X	X	1
Advanced Studio Production (Moving Image)	TBD	480912			X	X	1
Two-Dimensional Media Design	TBD	480920		X	X		1
Digital Imaging	TBD	480921			X	X	1
Advanced Production Design	TBD	480922			X	X	1

Career Pathways Media Arts 2015-2016		
Career Pathway	Core Courses	Elective Courses
Interactive Media Arts CIP Code 10.0304.00 Description: This Career Pathway prepares students to use computer applications and related visual and sound imaging techniques to manipulate images and information originating as video, still photographs, digital copy, soundtracks, and physical objects in order to communicate messages simulating real-world content. Includes instruction in specialized camerawork and equipment operation and maintenance, image capture, computer applications, dubbing, and applications to specific commercial, industrial, and entertainment needs, including: aesthetic meaning, appreciation and analysis; construction, development, processing, modeling, simulation and programming of interactive experiences; their transmission, distribution and marketing, as well as contextual, cultural and historical aspects and considerations.	Introduction to Media Arts 480901 Interactive Design 480902 Moving Image Animation 480903 Virtual Design 480904	TBD
Graphic Design CIP Code 50.0401.00 Description: This Career Pathway prepares students to apply Media Arts skills that focus on the general principles and techniques for effectively communicating ideas and information, and packaging products, in digital and other formats to business and consumer audiences, and that may prepare individuals in any of the applied art media, including: aesthetic meaning, appreciation and analysis;	Introduction to Media Arts 480901 Two-Dimensional Media Design 480920 Digital Imaging 480921 Advanced Production Design 480922	TBD

construction, development, processing, modeling, simulation and programming of interactive experiences; their transmission, distribution and marketing, as well as contextual, cultural and historical aspects and considerations.		
Cinematography and Video Production CIP Code 09.0701.00 Description: This career pathway prepares students to communicate dramatic information, ideas, moods, and feelings through the making and producing of videos and cinematographic expression. The pathway includes the theory of video, video technology and equipment operation, video production, video directing, video editing, cinematographic art, video and audio technique, and multi-media production. It prepares students to function as staff, producers, directors, and managers of media programming and media organizations. Includes writing and editing; performing; media regulations, law, and policy; aesthetic meaning, appreciation and analysis; construction, development, processing, modeling, simulation and programming of audio and moving image programs and messages; their transmission, distribution and marketing, as well as contextual, cultural and historical aspects and considerations.	Introduction to Media Arts 480901 Video Studio Fundamentals 480910 Studio Directing and Performance 480911 Advanced Studio Production (Moving Image) 480912	TBD

Introduction to Media Arts
Valid Course Code XXXXXX

Course Description: Introduction to Media Arts

An introduction to and survey of the creative and conceptual aspects of designing media arts experiences and products, including techniques, genres and styles from various and combined mediums and forms, including moving image, sound, interactive, spatial and/or interactive design. Typical course topics include: aesthetic meaning, appreciation and analysis; composing, capturing, processing and programming of media arts products, experiences and communications; their transmission, distribution and marketing; as well as contextual, cultural, and historical aspects and considerations.

Content/Process

Students will:

1. Create basic media arts products that communicate ideas, thoughts, feelings specific to a target audience
2. Demonstrate a proficient level of compositional theory, principles and elements of design, and traditional and electronic two-dimensional drawing processes using diverse media
3. Analyze, evaluate, interpret meaning in works of media arts of self, peers and professional works and communicate verbally and in writing
4. Research and synthesize historical/cultural knowledge of media arts aesthetics, genres, influences, styles and techniques
5. Demonstrate the ability to transfer traditional drawing knowledge and skills to electronic media
6. Collaboratively and individually demonstrate a proficient understanding of marketing concepts, product development and distribution
7. Develop a proficient level of techniques using multiple forms of technology to produce media art works
8. Begin to develop a professional portfolio reflecting their personal growth and development of a personal style
9. Examine careers and entrepreneurial opportunities associated with the media arts

Connections: 21st Century Skills, Kentucky Core Academic Standards for Visual Art, National Core Arts Standards, and other resources.

Sample Careers:

Interactive Design

Valid Course Code XXXXXX

Course Description: Interactive Design

The creative and conceptual aspects of designing and producing interactive media arts experiences, products and services, including reactive (sensory-based [touch, proximity, movement, etc.] devices) and interactive technologies, 3D video game animation, interface design, mobile device applications, web multimedia, social media based, augmented, and/or virtual reality. Typical course topics include: aesthetic meaning, appreciation and analysis; construction, development, processing, modeling, simulation and programming of interactive experiences; their transmission, distribution and marketing, as well as contextual, cultural and historical aspects and considerations.

Content/Process

Students will:

1.

Moving Image Animation

Valid Course Code XXXXXX

Course Description: Moving Image Animation

The creative and conceptual aspects of designing and producing animated images for the variety of storytelling and multimedia presentations including: dramatic narratives, artistic and experimental presentations and/or installations, ambient, interactive, immersive and performance media, etc. Typical course topics include: aesthetic meaning, appreciation and analysis of animation; all processes of development including: composition and rendering, animation physics and expressions; techniques, forms and technologies; modeling and programming; pre-production planning and organization; production and post-production methods, tools and processes; animation presentation, transmission, distribution and marketing; as well as contextual, cultural, and historical aspects and considerations.

Content/Process

Students will:

1.

Virtual Design
Valid Course Code XXXXXX

Course Description: Virtual Design

The creative and conceptual aspects of designing and producing simulative, virtual, 3D media arts experiences, products and services, including: environments, structures, objects, architecture and ecologies, virtual and augmented reality. Typical course topics include: aesthetic meaning, appreciation and analysis; construction, development, processing, modeling, simulation and programming of experiences, structures, architecture and/or environments; their presentation, transmission, distribution and marketing, as well as contextual, cultural, and historical aspects and considerations.

Content/Process

Students will:

1.

Video Studio Fundamentals
Valid Course Code XXXXXX

Course Description:

This course will expose students to the materials, processes, and artistic techniques involved in creating video productions. Students learn about the operation of cameras, lighting techniques, camera angles, depth of field, composition, storyboarding, sound capture and editing techniques. Course topics may include production values and various forms/styles of video production (e.g., documentary, storytelling, news magazines, animation, etc.) As students advance they are encouraged to develop their own artistic styles. Major cinematographers, video artists and their work may be studied.

Content/Process

Students will:

1.

Connections: 21st Century Skills, Kentucky Core Academic Standards for Visual Art, National Core Arts Standards, and other resources.

Sample Careers:

Studio Directing and Performance

Valid Course Code XXXXXX

Course Description:

This course explores the role of managing the production of video studio projects. Students develop knowledge and skills in studio multi-camera and field television production. Students also develop performance skills for broadcasting including interpretation of copy, news casting, and ad lib announcing. The course covers techniques of narrative and non-fiction writing and scripting, the analysis and writing of radio, television, and video materials, including storytelling and screenwriting.

Content/Process

Students will:

1.

Connections: 21st Century Skills, Kentucky Core Academic Standards for Visual Art, National Core Arts Standards, and other resources.

Sample Careers:

Advanced Studio Production (Moving Image)

Valid Course Code XXXXXX

Course Description:

Students will explore the creative and conceptual aspects of designing and producing moving images for the variety of cinematic, film/video and multimedia presentations including: fictional dramas, documentaries, music videos, artistic and experimental presentations and/or installations, interactive, immersive and performance media, etc. Typical course topics include: aesthetic meaning, appreciation and analysis of moving imagery; all processes of development including: pre-production planning and organization, production and post-production methods, tools and processes; moving image presentation, transmission, distribution and marketing; as well as contextual, cultural, and historical aspects and considerations.

Content/Process

Students will:

1.

Connections: 21st Century Skills, Kentucky Core Academic Standards for Visual Art, National Core Arts Standards, and other resources.

Sample Careers:

Two-Dimensional Media Design

Valid Course Code XXXXXX

Course Description: Two-Dimensional Media Design

A proficient study and production of creative and conceptual aspects of designing and producing digital imagery, graphics and photography, including techniques, genres and styles from fine arts and commercial advertising, internet and multimedia, web design, industrial and virtual design. Students use a computer as an electronic drawing tool to solve visual communications and illustration problems in designing products. This course entails the use of current software for two-dimensional illustration, creating and integrating text, using color, and importing and exporting files, including Vector and Raster Images. Typical course topics include: aesthetic meaning, appreciation and analysis; composing, capturing, processing, and programming of imagery and graphical information; their transmission, distribution and marketing; as well as contextual, cultural and historical aspects and considerations.

Content/Process

Students will:

1.

Connections: 21st Century Skills, Kentucky Core Academic Standards for Visual Art, National Core Arts Standards, and other resources.

Sample Careers:

Digital Imaging

Valid Course Code XXXXXX

Course Description: Digital Imaging

An accomplished study and production of creative and conceptual aspects of designing and producing digital imagery, graphics and photography, including techniques, genres and styles from fine arts and commercial advertising, internet and multimedia, web design, industrial and virtual design. Students use a computer as an electronic drawing tool to solve visual communications and illustration problems in designing authentic products. This course entails an accomplished use of current software for two-dimensional illustration, creating and integrating text, using color, and importing and exporting files. Typical course topics include: aesthetic meaning and analysis of computer generated works; composing, capturing, processing, and programming of imagery and graphical information; their transmission, distribution and marketing; as well as contextual, cultural and historical aspects and considerations.

Content/Process

Students will:

1.

Connections: 21st Century Skills, Kentucky Core Academic Standards for Visual Art, National Core Arts Standards, and other resources.

Sample Careers:

Advanced Production Design
Valid Course Code XXXXXX

Course Description: Advanced Product Design emphasizes an advanced and independent use of compositional theory, elements and principles of design, techniques and creative processes for effectively performing the function of persuasion and information through use of materials and media to create visual effects to produce original authentic works. Students will demonstrate an advanced level of creative expression to a variety of authentic design products (e.g. various print mediums such as magazines, newspapers, billboards, fictional and informational texts, product wrappers, displays etc.) through a purposeful arrangement of images and/or text and develop a strategic product presentation both independently and as a collaborative team. The course focuses on advanced computer generated designs as well as the use of various software and hardware; with an emphasis on students creating, producing, responding and connecting on/in visual art and new media. An in-depth independent study of career opportunities in media art is performed. Contemporary, cultural, and historical design may be studied.

Content/Process

Students will:

1.

Connections: 21st Century Skills, Kentucky Core Academic Standards for Visual Art, National Core Arts Standards, and other resources.

Sample Careers: Advertising Artist, Art Director, Fashion Designer, Graphic Designer, Industrial Designer, Interior Designer, Layout Artist, Military Media and Public Affairs Personnel, Multi Media Artist.